

Trusted Partner  
for Professional  
Site Preparation

PLSA Industries is the choice for developers, municipalities, and contractors who need dependable site preparation in San Antonio and surrounding areas. With successful projects for Bob Mills Furniture, and TxDOT, we deliver civil site work that meets the highest standards.

PARTNER WITH US TODAY

es and Organizations

COUNTY BOB MILLS  
BUSINESS FURNITURE

Project  
ified

Tell us about your site preparation or land clearing needs, whether commercial, municipal, or private.

PLAN: We create a strategy tailored to your project, including soil leveling, brush clearing, and grading.

team completes the work efficiently, time, and within your budget.



ELITE  
POND WORKS



Artesia  
Literacy Council



Artesia  
Literacy Council



Artesia  
Literacy Council



Typefaces

**Roc Grotesk**

abcdefghijklmnopqrstuvwxyz

Primary Colors

Accent C



CAITLIN BLAINE

# CREATIVE PORTFOLIO.

BRANDING. LOGO. DESIGN.

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# ABOUT

## Hello!

I create beauty by blending 15 years of professional design expertise with a lifelong passion for visual storytelling. My work bridges the gap between fine art and strategic communication, whether I am architecting a cohesive brand identity or illustrating an immersive environment. I prioritize narrative-driven visuals and rigorous attention to detail, ensuring that every project is grounded in both logic and emotion.

Having navigated the intersection of digital marketing, production design, and independent publishing, I understand how to transform complex ideas into accessible, engaging experiences. My goal is to create more than just beautiful imagery; I aim to build lasting impressions that inform, inspire, and connect with audiences through intentional character and dedicated craft.



# BRANDING

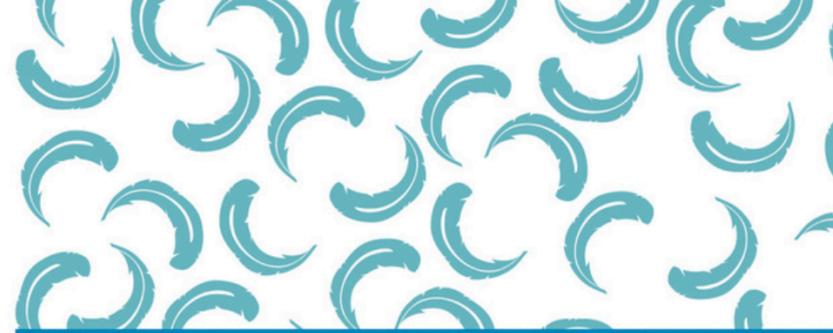
## REDESIGN BRANDING & LOGO

### THE CHALLENGE

To modernize the Wings for Rosewell brand with a cohesive, approachable visual identity that resonates with their community mission.

### DESIGN SOLUTION

- **Aero-Inspired Palette:** Developed an airy color system to reflect the organization's lightness and mission.
- **Modern Typography:** Paired Nunito and Inter for a balance of friendly approachability and professional clarity.
- **Dynamic Logo System:** Created a flexible mark evoking motion, designed for seamless use across digital and print applications.



Typefaces

**Nunito**

abcdefghijklmnopqrstuvwxy

**Inter**

abcdefghijklmnopqrstuvwxy

Color Palette

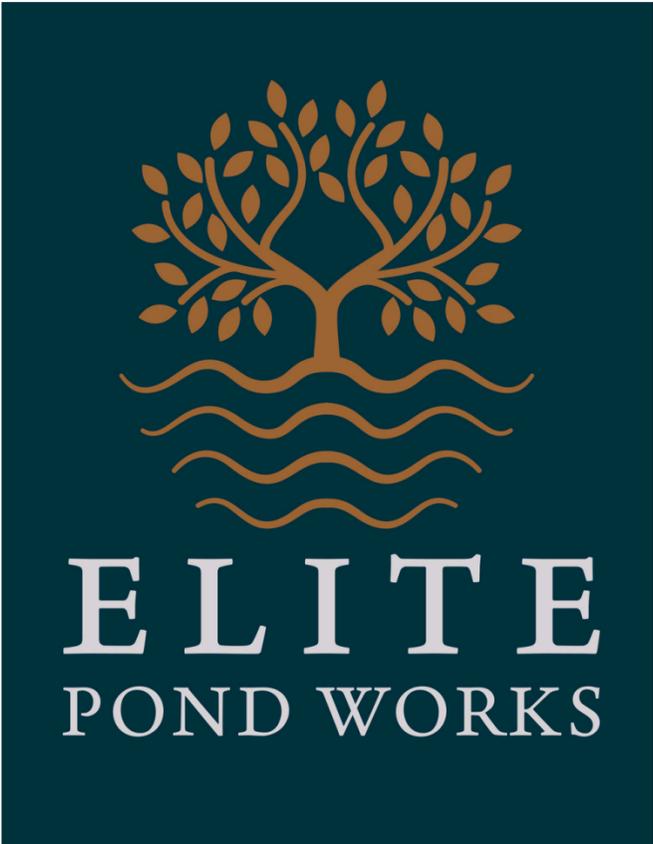


# BRANDING & LOGOS

MORE EXAMPLES



**Artesia**  
**Literacy Council**



**St. Frances Cabrini Shrine**  
NEW YORK CITY



**St. Frances Cabrini Shrine**  
NEW YORK CITY



# DESIGN

UI/UX WEBSITE DESIGN

## THE CHALLENGE

Design a robust, high-conversion landing page for PLSA Industries to solidify their digital brand and streamline the user journey with clear calls-to-action.

## DESIGN SOLUTION

- **Industry-Specific Visuals:** Utilized high-impact photography of heavy machinery to immediately establish sector authority.
- **Textured "Gritty" Aesthetic:** Developed a rugged visual style that authentically reflects the company's hands-on site preparation services.
- **Intuitive User Flow:** Engineered a clear visual hierarchy to guide users through the service offerings directly to the conversion points.



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PARTNER WITH US TODAY

Our Partners  
Trusted by Leading Companies and Organizations



# DESIGN

## MORE EXAMPLES OF UI/UX WEBSITE DESIGN

### WOMEN'S HEALTH CENTER

Abortion Pill Reversal Donate En Español

Centro Tepeyac Women's Center

About Baby & You Our Success Stories Schedule an Appointment

### Support through your pregnancy and beyond

Let us walk with you.

Schedule an Appointment

#### You're pregnant but you don't need to do it alone

- ▶ You feel vulnerable and unseen.
- ▶ You want to keep your baby, but you're worried about the unknown.
- ▶ You are looking for a support system.
- ▶ Society wants you to feel alone but we are here for you.

Schedule an Appointment

#### We're serving women just like you

<b>300</b> Client Visits	<b>278</b> Pregnancy Tests in 2023	<b>243</b> Referrals Given	<b>83</b> Baby Bundle Giveaways (diapers, wipes, clothes, baby bottles, etc)
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We offer compassion and answers every step of the way.

We offer a holistic approach to helping women and their babies.

### NON-PROFIT EDUCATION PROGRAMS

Events Resources Contact Us

Wings FOR LIFE

ABOUT PROGRAMS SUPPORT

### Helping Roswell Families Thrive, One Life Skill at a Time

Life skills programs for youth, parents, and justice-involved individuals in Chaves County.

DONATE TODAY EXPLORE OUR PROGRAMS

#### When Families Lack Support, the Consequences Echo for Generations

In Chaves County, too many kids grow up without the tools to handle pressure, conflict, or trauma.

Parents want to do better for their children but often feel alone, overwhelmed, or judged.

People leaving detention face the same struggles that brought them there, with no one to guide them forward.

Without support, the cycle continues. With it, everything can begin to change.

LEARN MORE

#### Strong Families Create Strong Communities.

That's why we equip youth, parents, and justice-involved individuals with life skills that foster confidence, accountability, and long-term growth.

Real change begins at home.

#### Consistent Support Families Can Count On

Programs are led by credentialed professionals who stay year after year. Families build trust with the same caring instructors and receive steady, reliable support.

#### Life-Changing Skills with Real-World Impact

Students learn how to manage emotions, resist harmful influences, and make confident decisions. Parents gain tools to lead and grow at home.

#### A Proven Model with Deep Local Roots

Since 2006, we've been of service in Chaves County, trusted by schools, courts, and families across the community.

SUPPORT OUR MISSION

### LITERACY CENTER

Artesia Literacy Council

ABOUT STUDENTS VOLUNTEER SUPPORT

### Building a Brighter Artesia Through Literacy

Free education for adults. Opportunities for volunteers. A stronger Artesia for everyone.

Providing free adult education programs including basic literacy, GED prep, English as a second language, and citizenship tutoring.

Community members can volunteer as tutors and help change lives right here in Artesia.

Volunteer Apply for Classes

#### Words Shouldn't Hold You Back

For many adults in Artesia, goals like improving literacy, earning a GED, learning English, or preparing for citizenship can feel out of reach. Without support, confidence fades and opportunities slip away.

Stronger literacy means stronger families, a stronger workforce, and a stronger Artesia. But with too few tutors, eager learners are left waiting – and our community misses the chance to grow together.

Volunteer Today

Every adult in Artesia deserves the chance to learn, grow, and succeed.

Every community member deserves the opportunity to be...

#### Free Adult Education

Gain confidence, strengthen basic literacy, improve your English, prepare for the GED, or study for citizenship with support designed just for you.

#### A Lasting Impact

Share your time and encouragement to help someone achieve their goals. The difference you make stays with them for a lifetime.

# DESIGN

## NON-PROFIT CASE FOR SUPPORT

### THE CHALLENGE

Develop a compelling Case for Support to help Inhora communicate fundraising needs to major donors while establishing a consistent visual brand.

### DESIGN SOLUTION

- **Narrative-Driven Imagery:** Curated emotionally resonant photography to anchor the organization's mission and strengthen the copy.
- **Strategic Information Architecture:** Designed a clean, intuitive layout to ensure critical donor information remains accessible.
- **Brand Cohesion:** Established a unified visual system to build trust and long-term recognition with high-level stakeholders.

INHORA

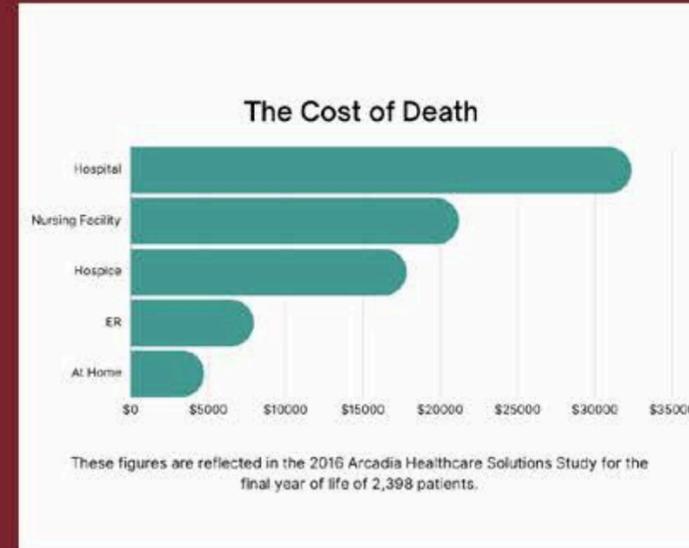
## The Impact

While Medicare, Medicaid, and many insurance companies in New Mexico do cover certain end-of-life care, the cost of dying is still astronomical.



For the uninsured, it can be crippling.

In 2016, Arcadia Healthcare Solutions studied the final year of life for 2,398 patients. They followed their care plan and the cost of dying for each individual. In this study, they discovered that 42% of these patients died at home with a median cost of \$4,760. The 40% who died in the hospital had medical costs of \$32,379. While another 7% died in inpatient hospice which cost \$17,845. 7% died in a nursing facility for \$21,221. With the final 5% dying in the ER for a cost of \$7,969 in expenses.



In addition to these costs, most people state that they would prefer to die at home than in an institution. This means that not only are individuals obliged to die in an institution against their will, but they are paying exorbitant sums to do so.

Inhora intends to solve these problems by providing a home for the dying at no cost with 24/7 non-medical caregiving. By doing this, Inhora will

take the burden of care off the family and our over-taxed medical system. Not only will those most in need have an experience in line with how they want to die, but they will not have to worry about leaving a financial strain on their loved ones.

Inhora will serve anyone in need, but we will prioritize the homeless, public servants, Veterans, and persons with disabilities. These individuals

are people who have less resources, spent their lives in service, or — as in the case of persons with disabilities — have experienced disadvantages including higher medical costs, lack of accessibility, and discrimination.

## Testimonials

“ Omega Homes offer a haven of love for medical hospice who can no longer care during the last months of life. This reduces caregiver burden, becoming a home. We are so excited that Inhora will help our community members of Albuquerque.”

— Britni Smith  
Education Director, Omega Home New Mexico

“ At Q Hospice LLC, we are providing compassionate care in their final stages of life. Our services are comfortable, and our care aligns closely with our patients' wishes. To providing high-quality care at no cost, Inhora's mission aligns with our financial situation, and our patients deserve during such a difficult time.”

— Garrett Ryum  
Owner of Q Hospice LLC

“ It's a blessing to know Mission Inhora for Inhora's mission to care for our community with honor and respect while maintaining their identity. Providing compassionate care is a noble endeavor, and I believe your team will make a meaningful difference for many. I fully support Inhora.”

— Fr. Bijoy Francis  
Hospice and Hospital Chaplain

# DESIGN

## MORE EXAMPLES OF PRINT DESIGN

VETERUM SAPIENTIA INSTITUTUM 16

### Our four pillars of *Initiatives*.

Completion of the following four initiatives are the pillars for achieving our vision of *Sustainable Programming and Setting the Standard*.

**1. Strengthen our foundation and reach**

- Grow our institutional partnerships both for program development and student recruitment
- Be recognized as thought leaders in the space by attending conferences and other academic workshops, colloquia, etc.
- Build out a robust advancement program of donor cultivation and stewardship
- Expand payroll, SEO, email marketing, and student recruitment

**Funding to Raise: \$750k (\$250k per year for 3 years)**

**2. Continue developing our flagship diploma program towards a more competency-based approach with standards founded on our mastery-at-level concept**

- Scale our current offerings by developing asynchronous learning materials without loss of personal connection to language learning
- Cultivate a mentorship model of learning and support by a pool of tutors who individually assess mastery and readiness to move forward.
- Build AI/machine learning supplemental materials in order to enhance the distance learning experience.

**Funding to Raise: \$250k (83k per year for 3 years)**

VETERUM SAPIENTIA INSTITUTUM 17

**3. Enhance our teacher credential program**

- Certify teachers of both primary and secondary schools, as well as provide a *bona fides* for higher education instructors
- Increase our own pool of qualified VSI instructors
- Add faculty, course development, and some small scholarship funds for teachers

**Funding to Raise: \$150k (50k per year for 3 years)**

**4. Development of curriculum materials based on standards for 6th grade through college**

- Formulate standardized assessments for living Latin proficiency
  - Set living Latin competency standards for grades 6-12
  - Create grade-specific tests using industry-proven psychometrics and assessment methodologies
  - Offer an alternative to the National Latin Exam and AP Latin exams for schools which emphasize practical language acquisition in the Catholic tradition
- Provide integrated Catholic Latin curricula to support our unique teaching methods
  - Replace secular 6th-12th grade Latin learning textbooks with integrated Catholic textbooks which improve upon the current standards and scaffold Catholic cultural learning
  - Develop materials for seminarians relating to their daily life in seminary

**Funding to Raise: \$250k (\$84k per year for 3 years)**

**Total to raise: 1.4 Million Dollars over 3 years (or about \$467k per year)**

VETERUM SAPIENTIA INSTITUTUM 18

**Explosive growth.**

Our enrollment has grown exponentially in 3 years. The chart below represents a 500% increase!

**Where we are headed.**

**1. Strengthen our Foundation and Reach**

- Grow our institutional partnerships both for program development and student recruitment
- Be recognized as thought leaders in the space by attending conferences and other academic workshops, colloquia, etc.
- Build out a robust advancement program of donor cultivation and stewardship
- Includes payroll, SEO, email marketing, and student recruitment

**Funding to Raise: \$750k (\$250k per year for 3 years)**

**2. Continue developing our flagship Diploma program towards a more competency-based approach with standards centered around our mastery-at-level concept**

- Scale our current offerings by developing asynchronous learning materials without loss of personal connection to language learning
- Cultivate a mentorship model of learning and accompaniment with a pool of tutors who individually assess mastery and readiness to move forward.
- Build AI/machine learning supplemental materials in order to enhance the distance learning pedagogy experience

**Funding to Raise: \$250k (\$84k per year for 3 years)**

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**Join us in taking action.**

**Ways to Give**

**1. Explore Planned and Major Gifts**  
Schedule a call to explore Planned Giving and Major Gift options to support our mission.  
Christopher Owens, CEO  
cowners@veterumsapientia.org  
828-468-8929

**2. Donate Online**  
Easily set up recurring monthly donations online at [veterumsapientia.org/giving](https://veterumsapientia.org/giving).

**3. Give by Check**  
Consider donating by check or money order and sending to our address:  
Veterum Sapientia Institute  
6414 W. Wilkinson Blvd. #332  
Belmont, NC 28012  
EIN: 85-2628713

**Our mission.**  
Veterum Sapientia Institute exists to form Catholics in their cultural and spiritual birthright by teaching living Latin and Greek languages. We are committed to becoming the premier institute for this purpose, and to setting the standard for pedagogy in Latin and Greek.

**Our vision.**  
To ignite passion for the Latin and Greek languages and the Church's history in individuals worldwide, facilitating a richer understanding of our Catholic heritage. When it is fully realized, VSI's approach will underpin Catholic language learning in seminaries and school communities around the world.

[veterumsapientia.org](https://veterumsapientia.org)

Unlock the profound *wisdom* of the past.

# THANK YOU!

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FOR MORE PORTFOLIO WORK

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